

YOU CAN'T HELP INHALING—*BUT* *YOU CAN HELP YOUR THROAT!*

All smokers inhale some. But PHILIP MORRIS smokers don't worry about throat irritation—even when they inhale. Here's the difference—reported by doctors who compared the five leading cigarettes:

IN STRIKING CONTRAST TO PHILIP MORRIS, IRRITANT EFFECTS OF THE FOUR OTHER LEADING BRANDS AVERAGED MORE THAN THREE TIMES AS HIGH—AND LASTED MORE THAN FIVE TIMES AS LONG!

Finest tobaccos, of course. But that alone is not enough!

CALL FOR PHILIP MORRIS



FOR COMPLETE ENJOYMENT
"AMERICA'S FINEST
CIGARETTE!"

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REMEMBER THIS ABOUT SMOKING...

**YOU CAN'T HELP
INHALING — *BUT YOU CAN*
HELP YOUR THROAT!**

BECAUSE your throat is important—this is particularly important to you.

Between PHILIP MORRIS and other cigarettes there is a vital difference—reported by eminent doctors who compared the leading favorite brands:

SMOKE OF THE FOUR OTHER LEADING POPULAR BRANDS AVERAGED MORE THAN THREE TIMES AS IRRITATING — AND THEIR IRRITATION LASTED MORE THAN FIVE TIMES AS LONG — AS THE STRIKINGLY CONTRASTED PHILIP MORRIS!

It's a vital difference in PHILIP MORRIS manufacture. Real protection added to your enjoyment of the extra-fine PHILIP MORRIS tobaccos. Try it... see for yourself!



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**AMERICA'S FINEST
CIGARETTE**



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